



Georgia District Office

Getting Started in Federal Contracting: SBA Contracting Assistance Programs

Georgia DOAS Small Business Symposium

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Getting Started in Federal Contracting: SBA Contracting Assistance Programs

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Today's Speakers

Agenda

- Market Segmentation: B2C, B2B, B2G
- Market Opportunity: Federal Contracting for Small Business
- Business Readiness: Pathway to the Federal Market
- Obtaining the Right SBA Certifications for Your Business

Market Segmentation:

B2C, B2B, B2G

Market Segmentation

Public Sector (B2G) - Business to Government

Your company doing business with:

- **Local → State → Federal Agencies**
 - Prime Contractor – direct to Client Agency
 - Subcontractor – indirect: supplier to the Prime Contractor



Certification examples...?

**Market Opportunity:
Federal Contracting for
Small Business**

Federal Marketplace

Example: Market Opportunity for Small Business

WORLD'S
LARGEST
BUYER



- **\$550+ billion/year**
- **23% federal contract dollars are intended for small businesses**

**Women-Owned
Small Businesses**

**Small Disadvantaged Businesses
including 8(a) certified**

HUBZone Businesses

**Service-Disabled Veteran-Owned
Small Businesses**

Federal Marketplace

Example: Market Opportunity for Small Business

WORLD'S
LARGEST
BUYER



- **\$550+ billion/year**
- **23% federal contract dollars are intended for small businesses**

Set-asides:

- ✓ Acquisitions
 - \$10,000 (Micro Purchase Threshold) to
 - \$250,000 (Simplified Acquisition Threshold)
 - Rule on two or more small businesses?
- ✓ Reserved
- ✓ Qualified small businesses

**Business Readiness:
Pathway to the Federal Market**

Federal Marketplace

Is Your Small Business Ready?

01

Understand how to identify the right contracting opportunities?

02

How to build a pipeline of forecasted opportunities?

03

Do you have demonstrated capability (past performance)?

04

Do you have capability for order fulfillment at scale?

05

Do you have sufficient cash flow (financial capacity) to support contract performance?

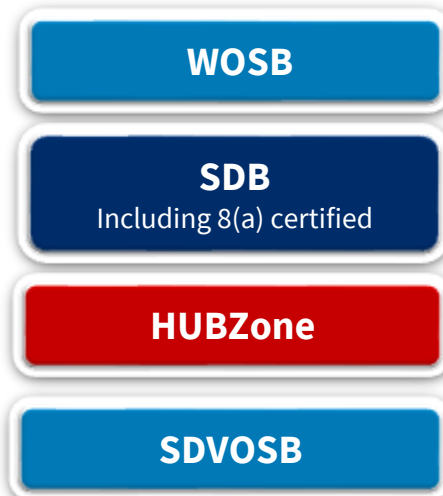
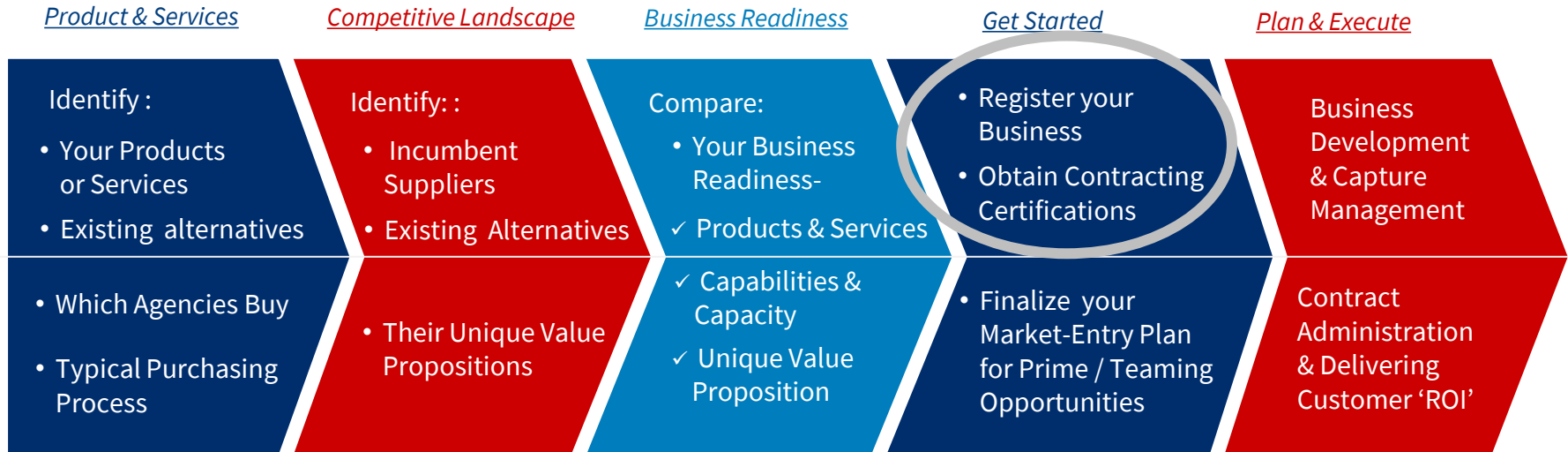


☐ Yes
☐ No
☐ Don't know

Some considerations

Getting Ready...

Market Research, Business Readiness. Strategic Planning, and Execution

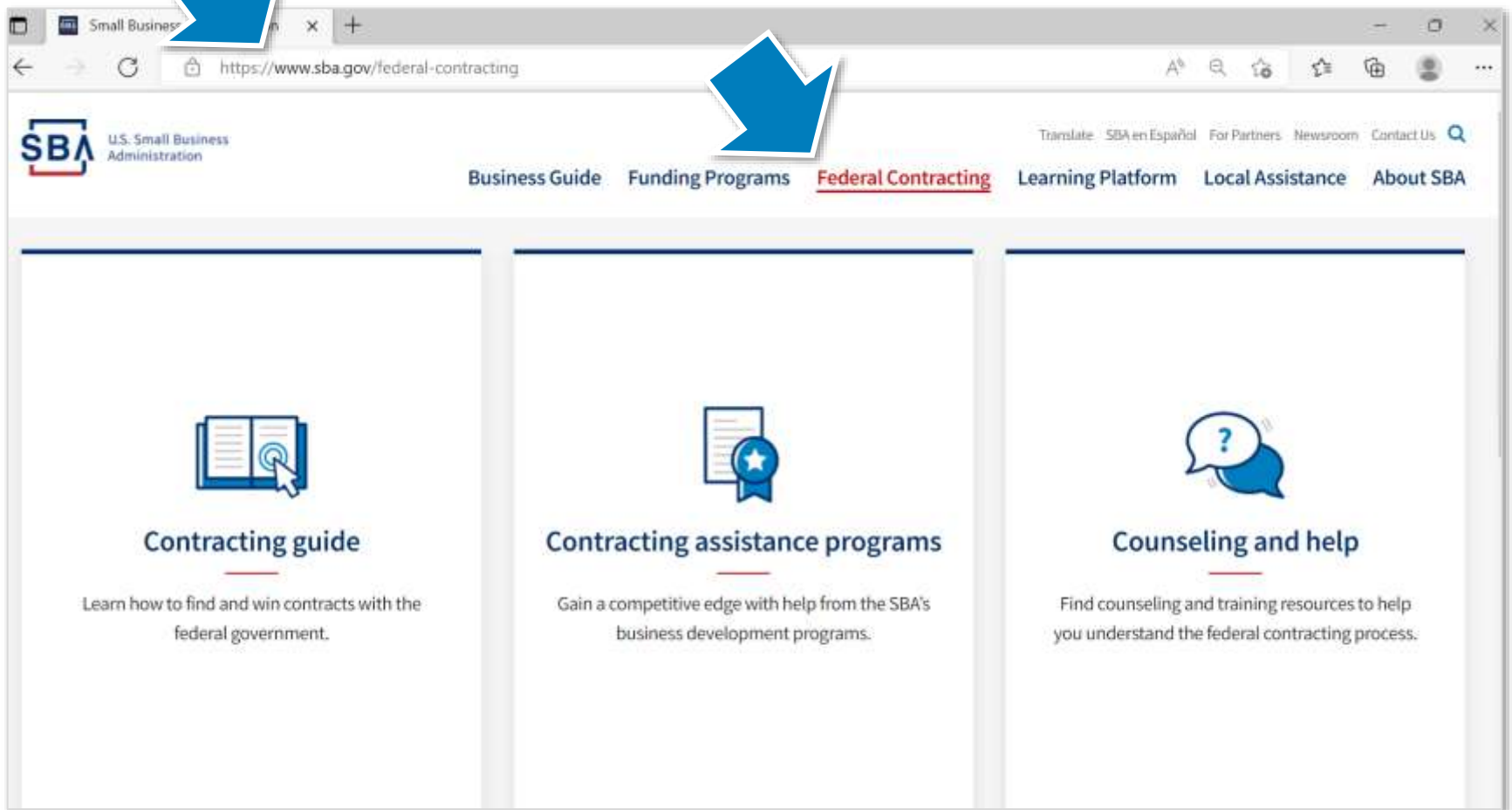


SBA.gov/federal-contracting

Some considerations

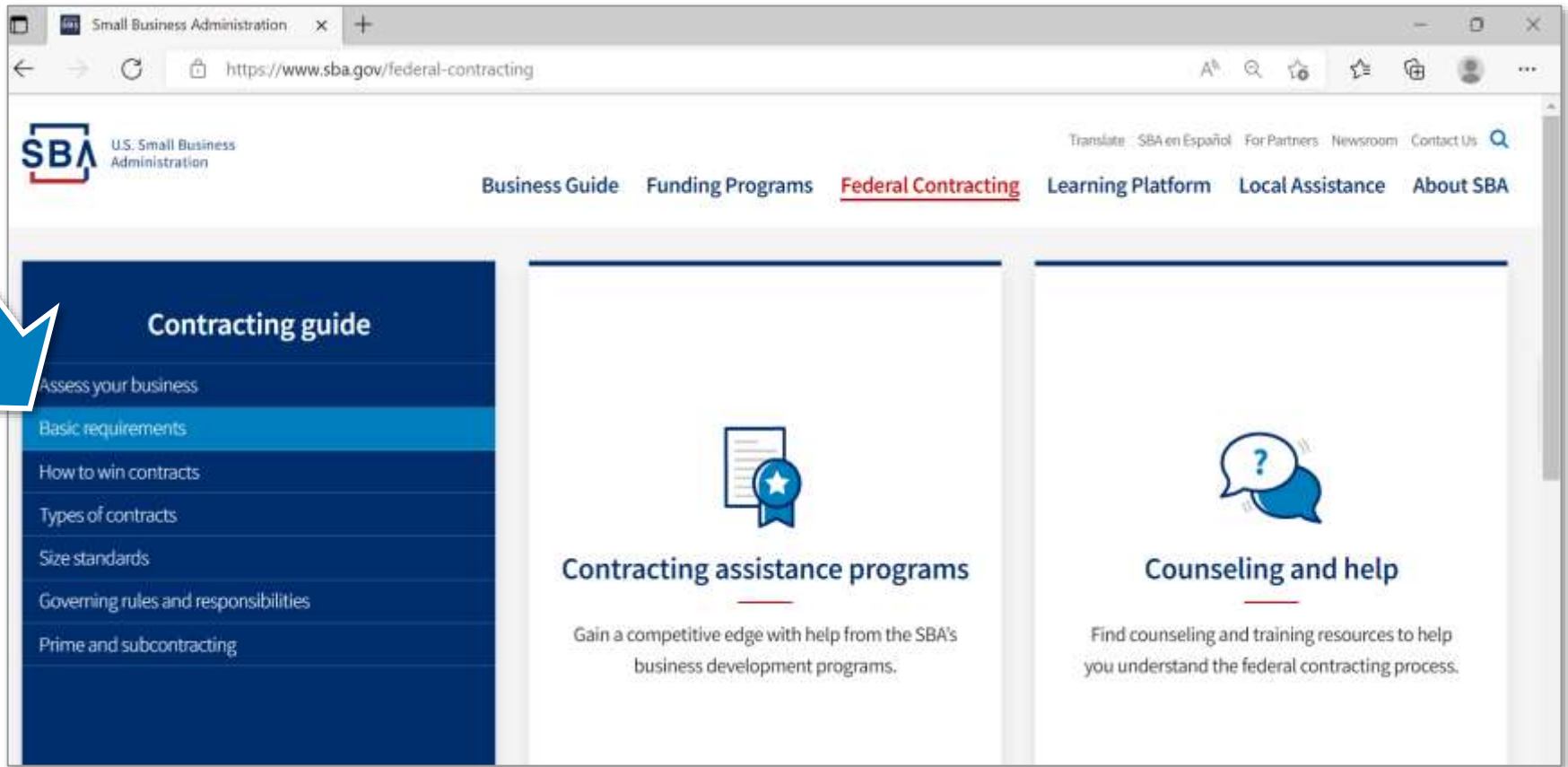
**Obtaining the Right
SBA Certifications
for Your Small Business**

SBA.gov/federal-contracting



<https://www.sba.gov/federal-contracting>

SBA.gov/federal-contracting



<https://www.sba.gov/federal-contracting>

SBA.gov/federal-contracting

The screenshot shows the SBA.gov federal contracting guide. The browser address bar displays <https://www.sba.gov/federal-contracting/contracting-guide#paragraph-5>. The SBA logo and navigation links are at the top. The main content area features a 'Get started' section with four sub-topics: 'Assess your business', 'Basic requirements', 'How to win contracts', and 'Types of contracts'. Each sub-topic includes a brief description and a 'Learn more' link. Below this, there are three more sections: 'Size standards', 'Governing rules and responsibilities', and 'Prime and subcontracting', each also with a 'Learn more' link. Three large blue arrows are overlaid on the page, pointing to the 'Get started' header, the 'Basic requirements' section, and the 'How to win contracts' section.

Contracting guide

<https://www.sba.gov/federal-contracting/contracting-guide#paragraph-5>

SBA U.S. Small Business Administration

Translate SBA en Español For Partners Newsroom Contact Us

Business Guide Funding Programs **Federal Contracting** Learning Platform Local Assistance About SBA

Get started

Assess your business

Evaluate your small business to see if it has what it takes to win a government contract. >

[Learn more](#)

Basic requirements

Your small business must meet some basic requirements before you can compete for government contracts. >

[Learn more](#)

How to win contracts

You can increase your chance of winning a government contract by researching the federal marketplace and taking advantage of SBA resources. >

[Learn more](#)

Types of contracts

There are several different ways of contracting that can help you win awards from the federal government. >

[Learn more](#)

Size standards

SBA's size standards determine whether or not your business qualifies as small. >

[Learn more](#)

Governing rules and responsibilities

Small businesses must comply with regulations that govern the government contracting process. >

[Learn more](#)

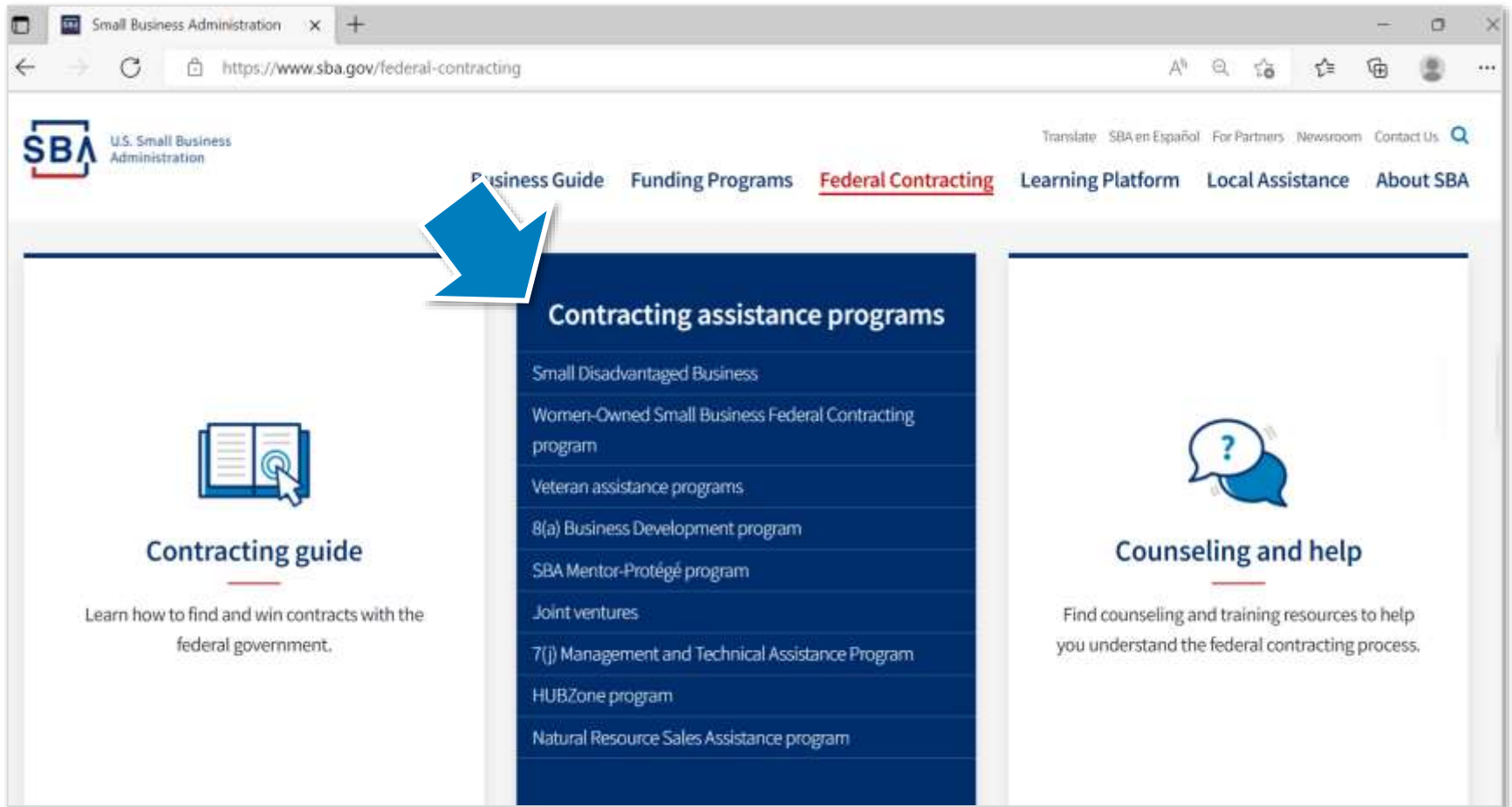
Prime and subcontracting

The federal government helps small businesses get an opportunity to subcontract on federal prime contracts. >

[Learn more](#)

<https://www.sba.gov/federal-contracting>

SBA.gov/federal-contracting



The screenshot shows the SBA.gov/federal-contracting website. The browser address bar displays <https://www.sba.gov/federal-contracting>. The SBA logo and "U.S. Small Business Administration" are in the top left. The top navigation bar includes links for "Business Guide", "Funding Programs", "Federal Contracting" (highlighted in red), "Learning Platform", "Local Assistance", and "About SBA". On the right, there are links for "Translate", "SBA en Español", "For Partners", "Newsroom", and "Contact Us".

The main content area is divided into three sections:

- Contracting guide**: Features an icon of an open book with a magnifying glass. The text below reads: "Learn how to find and win contracts with the federal government."
- Contracting assistance programs**: A dark blue vertical panel containing a list of programs:
 - Small Disadvantaged Business
 - Women-Owned Small Business Federal Contracting program
 - Veteran assistance programs
 - 8(a) Business Development program
 - SBA Mentor-Protégé program
 - Joint ventures
 - 7(j) Management and Technical Assistance Program
 - HUBZone program
 - Natural Resource Sales Assistance program
- Counseling and help**: Features an icon of two speech bubbles with a question mark. The text below reads: "Find counseling and training resources to help you understand the federal contracting process."

<https://www.sba.gov/federal-contracting>

SBA.gov/federal-contracting



The screenshot shows the SBA.gov website with the URL <https://www.sba.gov/federal-contracting/contracting-assistance-programs/small-disadvantaged-business>. The page title is 'Small Disadvantaged Business'. The left sidebar contains a list of contracting assistance programs, with 'Small Disadvantaged Business' highlighted. A blue arrow points to this link. The main content area includes the heading 'Small Disadvantaged Business' and the text 'Register to contract with the government as a Small Disadvantaged Business.' Below this, it states: 'Each year, the Federal Government awards about 10% of all federal contract dollars, or roughly \$50 billion in contracts, to Small Disadvantaged Businesses. SBA's Office of Government Contracting and Business Development monitors the progress of 24 Executive Branch agencies in contracting with Small Disadvantaged Businesses.'

Eligibility requirements include:

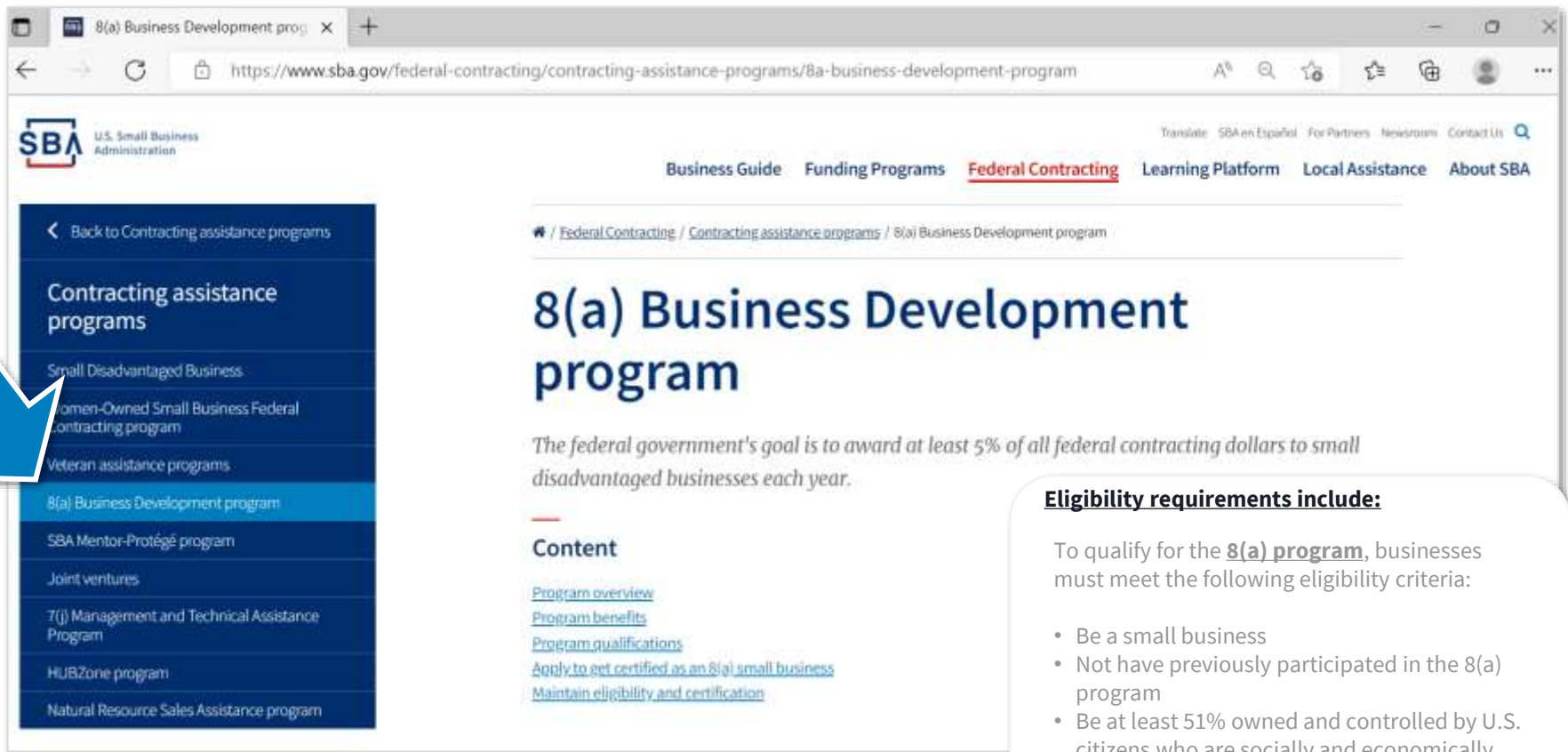
To qualify for **SDB**, your business must:

- Be small according to SBA's size standards.
- Be 51% or more owned and controlled by one or more disadvantaged persons.
- The disadvantaged person or persons must be socially disadvantaged and economically disadvantaged.

Getting started: Small Business (self-certified) at SAM.gov

<https://www.sba.gov/sdb>

SBA.gov/federal-contracting



The screenshot shows the SBA.gov website with the URL <https://www.sba.gov/federal-contracting/contracting-assistance-programs/8a-business-development-program>. The page title is "8(a) Business Development program". The left sidebar contains a list of contracting assistance programs, with "8(a) Business Development program" highlighted. A blue arrow points to this link. The main content area includes a breadcrumb trail: [Federal Contracting](#) / [Contracting assistance programs](#) / [8\(a\) Business Development program](#). Below the title, it states: "The federal government's goal is to award at least 5% of all federal contracting dollars to small disadvantaged businesses each year." The "Content" section lists links: [Program overview](#), [Program benefits](#), [Program qualifications](#), [Apply to get certified as an 8\(a\) small business](#), and [Maintain eligibility and certification](#).

8(a) certification lasts for a maximum of nine years. The first four years are considered a development stage and the last five years are considered a transitional stage. Continuation in the program is dependent on staying in compliance with program requirements.

Eligibility requirements include:

To qualify for the **8(a) program**, businesses must meet the following eligibility criteria:

- Be a small business
- Not have previously participated in the 8(a) program
- Be at least 51% owned and controlled by U.S. citizens who are socially and economically disadvantaged
- Have a personal net worth of \$750 thousand or less, adjusted gross income of \$350 thousand or less, and assets totaling \$6 million or less
- Demonstrate good character
- Demonstrate the potential for success such as having been in business for two years

<https://www.sba.gov/8a>

SBA.gov/federal-contracting



The screenshot shows the SBA.gov website with the URL <https://www.sba.gov/federal-contracting/contracting-assistance-programs/women-owned-small-business-federal-contracting-program>. The page title is "Women-Owned Small Business Federal Contracting Program". The left sidebar contains a list of contracting assistance programs, with "Contracting assistance programs" highlighted. A blue arrow points to this link. The main content area includes a breadcrumb trail: "Federal Contracting / Contracting assistance programs / Women-Owned Small Business Federal Contracting program". Below the title, a paragraph states: "The federal government's goal is to award at least 5% of all federal contracting dollars to women-owned small businesses each year." The "Content" section lists links for "Program benefits", "WOSB and EDWOSB certification improvements", "Program eligibility requirements", "Get certified as a women-owned small business", and "WOSB Federal Contracting Program Assistance". A callout box on the right lists eligibility requirements.

Contracting assistance programs

- Small Disadvantaged Business
- Women-Owned Small Business Federal Contracting program
- Veteran assistance programs
- 8(a) Business Development program
- SBA Mentor-Protege program
- Joint ventures
- 7(j) Management and Technical Assistance Program
- HUBZone program
- Natural Resource Sales Assistance program

Women-Owned Small Business Federal Contracting Program

The federal government's goal is to award at least 5% of all federal contracting dollars to women-owned small businesses each year.

Content

- [Program benefits](#)
- [WOSB and EDWOSB certification improvements](#)
- [Program eligibility requirements](#)
- [Get certified as a women-owned small business](#)
- [WOSB Federal Contracting Program Assistance](#)

Eligibility requirements include:

To be eligible for the **WOSB** Federal Contracting program, a business must:

- Be a small business according to SBA size standards
- Be at least 51% owned and controlled by women who are U.S. citizens
- Have women manage day-to-day operations who also make long-term decisions

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<https://www.sba.gov/wosb>

SBA.gov/federal-contracting



The screenshot shows the SBA.gov website with the URL <https://www.sba.gov/federal-contracting/contracting-assistance-programs/women-owned-small-business-federal-contracting-program>. The page title is "Women-Owned Small Business Federal Contracting Program". The left sidebar contains a list of contracting assistance programs, with "Contracting assistance programs" highlighted. A blue arrow points to this link. The main content area includes a breadcrumb trail: "/ Federal Contracting / Contracting assistance programs / Women-Owned Small Business Federal Contracting program". Below the title, a paragraph states: "The federal government's goal is to award at least 5% of all federal contracting dollars to women-owned small businesses each year." Under the "Content" section, there are links for "Program benefits", "WOSB and EDWOSB certification improvements", "Program eligibility requirements", "Get certified as a women-owned small business", and "WOSB Federal Contracting Program Assistance".

Contracting assistance programs

- Small Disadvantaged Business
- Women-Owned Small Business Federal Contracting program
- Veteran assistance programs
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- HUBZone program
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Women-Owned Small Business Federal Contracting Program

The federal government's goal is to award at least 5% of all federal contracting dollars to women-owned small businesses each year.

Content

- [Program benefits](#)
- [WOSB and EDWOSB certification improvements](#)
- [Program eligibility requirements](#)
- [Get certified as a women-owned small business](#)
- [WOSB Federal Contracting Program Assistance](#)

Getting started: Small Business (self-certified) at SAM.gov

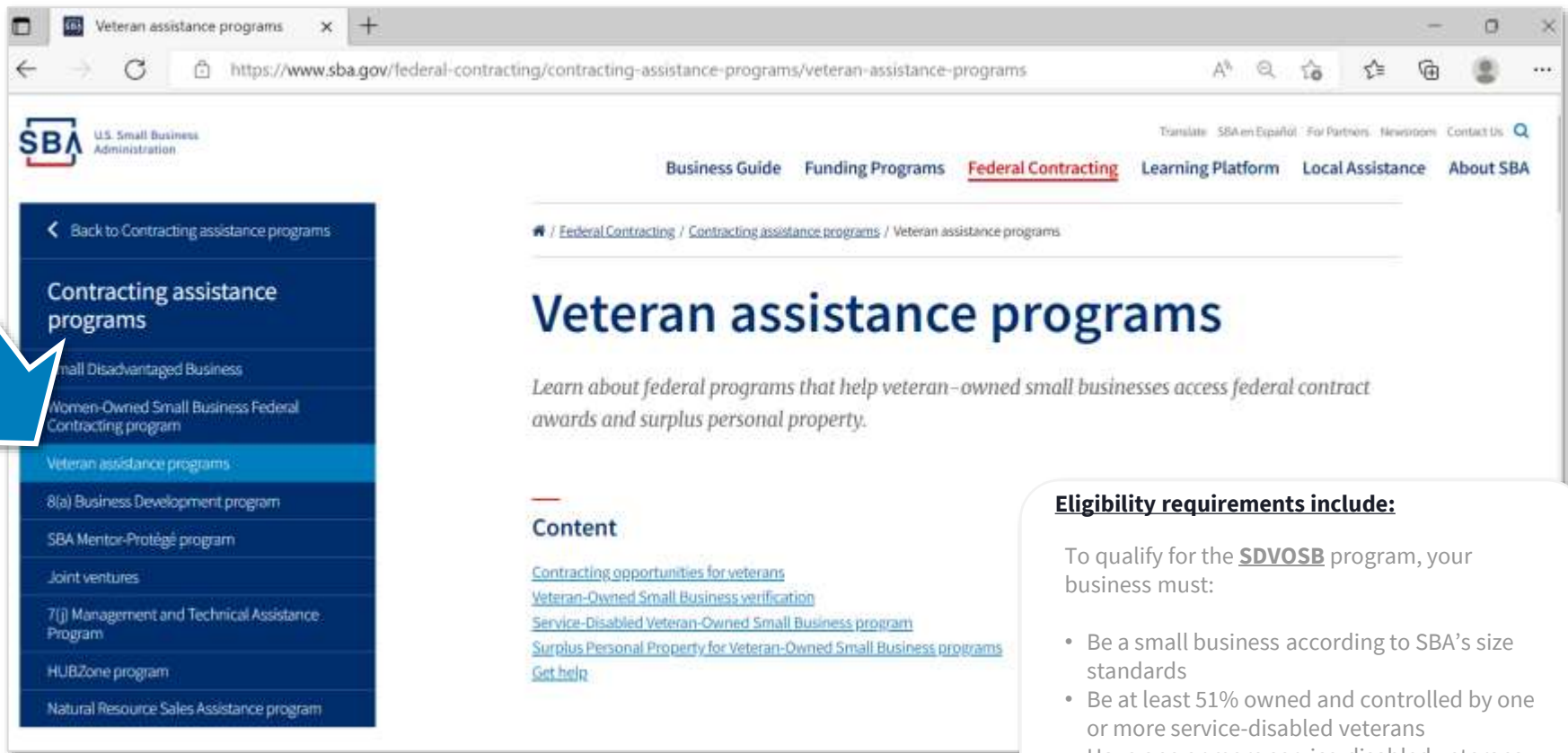
Eligibility requirements include:

To qualify as an **EDWOSB** within the program, a business must:

- Meet all the requirements of the WOSB Federal Contracting program
- Be owned and controlled by one or more women, each with a personal net worth less than \$750,000
- Be owned and controlled by one or more women, each with \$350,000 or less in adjusted gross income averaged over the previous three years
- Be owned and controlled by one or more women, each \$6 million or less in personal assets

<https://www.sba.gov/wosb>

SBA.gov/federal-contracting



The screenshot shows the SBA.gov website with the URL <https://www.sba.gov/federal-contracting/contracting-assistance-programs/veteran-assistance-programs>. The page title is "Veteran assistance programs" and the subtitle is "Learn about federal programs that help veteran-owned small businesses access federal contract awards and surplus personal property." The left sidebar menu includes links to "Contracting assistance programs", "Small Disadvantaged Business", "Women-Owned Small Business Federal Contracting program", "Veteran assistance programs" (highlighted with a blue arrow), "8(a) Business Development program", "SBA Mentor-Protege program", "Joint ventures", "7(j) Management and Technical Assistance Program", "HUBZone program", and "Natural Resource Sales Assistance program". The main content area has a "Content" section with links to "Contracting opportunities for veterans", "Veteran-Owned Small Business verification", "Service-Disabled Veteran-Owned Small Business program", "Surplus Personal Property for Veteran-Owned Small Business programs", and "Get help".

Getting started: Small Business (self-certified) at SAM.gov

Eligibility requirements include:

To qualify for the **SDVOSB** program, your business must:

- Be a small business according to SBA's size standards
- Be at least 51% owned and controlled by one or more service-disabled veterans
- Have one or more service-disabled veterans manage day-to-day operations who also make long-term decisions
- Eligible veterans must have a service-connected disability

<https://www.sba.gov/sdvosb>

SBA.gov/federal-contracting

U.S. Small Business Administration

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Back to Contracting assistance programs

Contracting assistance programs

- Small Disadvantaged Business
- Women-Owned Small Business Federal Contracting program
- Veteran assistance programs
- 8(a) Business Development program
- SBA Mentor-Protegeé program
- Joint ventures
- (j) Management and Technical Assistance Program
- HUBZone program**
- Natural Resource Sales Assistance program

/ Federal Contracting / Contracting assistance programs / HUBZone program

HUBZone program

The HUBZone program fuels small business growth in historically underutilized business zones with a goal of awarding at least 3% of federal contract dollars to HUBZone-certified companies each year.

Content

- [Program changes and improvements](#)
- [Program benefits](#)
- [HUBZone program qualifications](#)
- [Apply to get certified as a HUBZone small business](#)
- [Maintain HUBZone certification](#)

Eligibility requirements include:

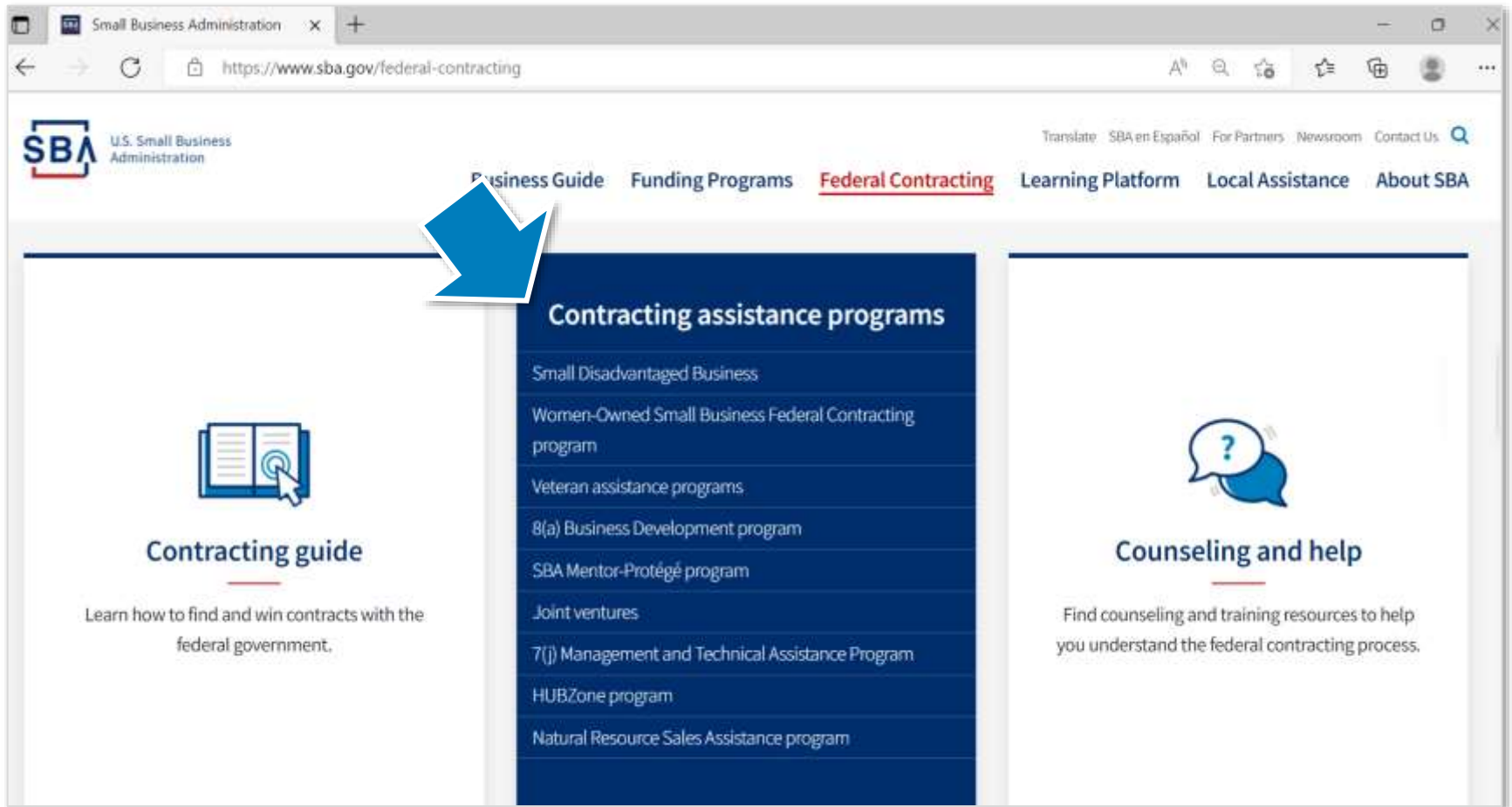
To qualify for the **HUBZone** program, your business must:

- Be a small business according to SBA size standards
- Be at least 51% owned and controlled by U.S. citizens, a Community Development Corporation, an agricultural cooperative, an Alaska Native corporation, a Native Hawaiian organization, or an Indian tribe
- Have its principal office located in a HUBZone
- Have at least 35% of its employees living in a HUBZone

Getting started: Small Business (self-certified) at SAM.gov

<https://www.sba.gov/hubzone>

SBA.gov/federal-contracting



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<https://www.sba.gov/federal-contracting>

Resource Organizations

SCORE

- Free & confidential small business mentoring and advice (online and in-person mentoring) from Successful Business Advisors. score.org

SBDC

- Free & confidential one on one management assistance to small businesses. georgiasbdc.org

VBOC

- Veteran's Business Outreach Center resources to veterans who are interested in starting or growing a small business. gavectr.org

GTPAC

- Counseling to business firms interested in selling to all levels of government, available at no or nominal cost. gtpac.org

WBC

- Provide counseling and training to women-owned businesses and others.
 - ACE - vacewbc@aceloans.org
 - The Edge Connection - info@theedgeconntion.com



U.S. Small Business
Administration

Thank you!